



International Trade Division Program Fact Sheets

State of Washington

Department of Community, Trade and Economic Development
128 – 10th Avenue SW | PO Box 42525 | Olympia, Washington 98504-2525 | 360/725.4000

<http://www.cted.wa.gov>



International Trade Division

Helping Washington companies export their products and services

Purpose

The International Trade Division (ITD) helps Washington companies export their products and services or expand market share abroad.

Our expert staff proactively assists businesses in profitably accessing the global marketplace. We provide quality services including:

- Market development assistance and training;
- Building international trade capacity; and
- Advocating the importance of international trade.

Results and Achievements

ITD performance measures are shown below, along with client-reported results for FY05 July 1, 2004 through June 30, 2005.

- | | |
|---------------------------------------|-------------------------------------|
| • Actual Sales by Client Companies | \$57,453,444 |
| • Number of Cases | 1,933 |
| • Number of Non-Puget Sound Cases | (of which 521 were non-Puget Sound) |
| • Number of Companies | 844 |
| • Number of Non-Puget Sound Companies | (of which 213 were Non-Puget Sound) |

Services

Customized Assistance

ITD's primary clients are small and medium-sized enterprises statewide interested in or engaged in international business. ITD program managers in Seattle provide customized market development assistance and training. They serve as the primary client relationship managers, counseling companies on export strategies, operations, and other topics to increase global competitiveness. Program managers have industry expertise and work with local and national partner organizations in their target sectors to advocate for international trade and to promote ITD client services.

Fast Facts

- In 2004, Washington State was the country's top exporter, measured on a per capita basis.
- ITD worked with more than 800 small and medium-sized enterprises in FY05.
- ITD oversees the state's seven official foreign representative offices, including two locations in the People's Republic of China.

For More Information

Larry Williams
Assistant Director
International Trade
206.256.6129
LarryW@cted.wa.gov

International Trade Division

Statutory Authority

RCW 24.46.010

Foreign trade zones

RCW 43.07.350

Citizens' exchange program

RCW 43.31.145

*Foreign offices –
Promotion of overseas trade
and commerce*

RCW 43.31.800 – .850

*Deals with State International
Trade Fair*

RCW 43.210

*Small Business Export
Assistance Center*

RCW 43.330.060

*Trade and business
responsibilities*

RCW 43.330.065

*Identification of countries of
strategic importance for
international trade relations*

RCW 43.330.152

*Fees — Service and product
delivery areas*

RCW 76.56.010

CINTRAFOR

ITD uses a variety of tools to assist client companies increase their export sales and enter new markets. Direct costs for tradeshow, sales and governor's missions and similar activities are met by participating companies, and in some cases, federal grants, with the only cost to the state being staff time and minimal travel expenses. Most of the division's services are offered for free. ITD services include:

- One-on-one counseling
- Export seminars
- Market Intelligence
- Business matchmaking and partner searches
- Trade events and marketing
- Export financing and payment risk mitigation
- Advocacy
- Clearinghouse/referral
- Export Documentation
- Protocol

Target Industries

All industry is important to Washington State, so in addition to target sectors, ITD supports any business with export potential. ITD has designated target industries representing the sectors where Washington enjoys a competitive international advantage. These include many of the state's designated cluster industries as well as established industries with significant potential for continued growth:

- Aerospace
- Building materials and wood products
- Education
- Energy
- Environment
- Industrial machinery & manufacturing services
- Information & communication technology
- Life sciences
- Marine industry
- Medical equipment & devices

International Trade Division

"I have been doing high-tech sales and business development work in Japan for over 25 years, and CTED regularly helps me develop valuable new leads for my Washington based clients. They're very knowledgeable, well connected and frequently the best channel to access hard-to-reach prospects. For Washington based newcomers to the Japan market, their insight and hard work are must-haves."

*—Paul Rubin, Japan BizDev.,
etc., Gig Harbor*

Target Markets

We focus on regions where Washington companies benefit from a competitive advantage and where our clients have an expressed interest. Our target markets are countries and regions that have bought, and will continue to buy, large volumes of Washington goods and services. This is also where our foreign offices are located.

- China (Guangzhou)
- China (Shanghai)
- Germany
- Japan
- Mexico
- South Korea
- Taiwan

Washington's key export markets remain fairly constant and, combined, these markets represent 40-50 percent of Washington's exports in any given year. ITD monitors international trade data and surveys clients to understand market interest and demand worldwide.

ITD works hand-in-hand with Washington's foreign representatives to deliver client services in target markets. The foreign representatives are responsible for providing trade assistance and handling inquiries regarding investment, education and tourism opportunities in our state. The representatives deliver in-country services including:

- Develop contacts, buyer databases, market and business intelligence to assist Washington companies increase exports
- Maintain relationships with local U.S. commercial and embassy personnel, foreign government offices and collaborating organizations.
- Facilitate business meetings for visiting clients, dignitaries and state officials.
- Provide foreign companies/individuals with information about investment tourism and educational opportunities in Washington State.
- Develop leads for investment by foreign companies in Washington State.

Other trade services and initiatives

- Governor's international missions: ITD support the governor's office with company recruiting, mission planning and logistics.
- Washington State Trade Week: This annual event is the division's major outreach program bringing trade expertise and counseling to companies across the state.

International Trade Division

- Governor's 2010 Winter Olympic and Paralympic Games Task Force: ITD staffs the associated with the 2010 Winter Olympics in Vancouver, B.C.
- Governor's Global Competitiveness Council: ITD serves as the lead staff for the council

Key Partnerships

To leverage its resources and reach the largest possible audience, ITD works in close partnership with industry and trade associations, economic development councils, chambers of commerce and ports to promote export activity throughout the state. Key partnerships include:

- Small business Assistance Contracts
 - The Washington State Legislature created the Export Finance Assistance Center of Washington (EFACW) in 1983 to provide Washington companies with objective advice on export finance and payment risk protection. The EFACW helps small and medium-sized Washington businesses to increase their international sales through transaction-specific counseling, resource referrals and program application guidance. EFACW provides local access to U.S. Export-Import Bank (Ex-Im Bank) programs, acting as the bank's "City-State" partner. Philip Merrill, Ex-Im Bank's Chairman, has referred to EFACW as "the most successful and productive Ex-Im Bank City-State Partner in the nation."
 - ITD's partnership with the International Trade Alliance (ITA) provides the state with a critical trade promotion presence in Eastern Washington. ITA is the Spokane region's only non-profit organization exclusively focused on international business. ITA connects regional companies with markets worldwide and partners with business, government and other organizations to increase international trade in the Inland Northwest. ITD's partnership with ITA includes a strong Washington State Trade Week event in Spokane and other activities.
- ITD partners with the Evergreen Building Products Association (EBPA) and the Center for International Trade of Forest Products at the University of Washington (CINTRAFOR) to develop international business expansion opportunities for Washington State building materials companies in select Asian countries. Federal grants from the U.S. Dept. of Commerce and the U.S. Dept. of Agriculture help underwrite marketing activities for the industry, extending the impact of ITD assistance.

International Trade Division

- ITD provides office facilities to the Japan External Trade Organization (JETRO). The JETRO representative works closely with ITD program managers to complement the services we provide Washington companies interested in the Japanese market. JETRO has 36 branches throughout Japan and 78 overseas offices.
- ITD provides office facilities to the African American Chamber of Commerce. The chamber promotes bilateral trade and investment relationships between business in the Pacific Northwest and Africa. Providing facilities to the chamber is a tangible way that CTED demonstrates support for increasing trade with African countries.
- ITD serves on the board of the following organizations: British American Business Council, CINTRAFOR, EPBA, French American Chamber of Commerce, Japan American Society, Mexico-U.S. Chamber of Commerce, Pacific Northwest Aerospace Association, Softwood Export Council, Trade Development Association of Greater Seattle, University of Washington CIBER, Washington State China Relations Council, Washington State Council on International Trade and Washington State District Export Council.